



**South Park Stakeholders Group – SOBO/EBO Meeting  
Thursday, October 1, 2014 9:00 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:**

Robin Bieker, Bob Buente, Nathan Nusbaum

**Staff/Contract:**

Jessica Lall, Amanda Irvine, -Tami Kovacs, Sergio Urena, Victor Gonzalez, Steve Hillard

**Guests:**

Terri Rubinroit, Fernando Villa, Peter Carnevale, Amy Shulenberg, Kelly Mejewski, , Jan Dyer, representative of David Galaviz, Ghecemy Lopez

| <i>Item</i>   | <i>Discussion</i>   | <i>Action taken?</i>   |
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| <b>Meeting called to order:</b>   | 9:01 am   |                        |
| <b>Public Comment/Introductions:</b>  | <p>Nate: CHMC is getting closer on getting title to the Venice Hope Park, wanted to thank the BID for maintaining it in the interim. Hopefully that will be resolved any day now.</p> <p>Ghecemy: CD 9 is hosting a event on Oct 15 about street closures, will send info for the website.</p> <p>Amanda: South Park is hosting the second Green Carpet Event at the Briks on October 15 from 5PM onwards. Come check out a new restaurant in the district and meet your neighbors!</p>   |                        |
| <b>Review and Discussion:</b><br><i>South Park tree planting<br/>(City Plants, LA<br/>Conservation Corps)</i> | <p>SP BID did a survey in April to shave pavement (sidewalks) to make level, no permit is required, worked with public works to widespread repairs to 80% of the district. Report is completed go to Public Works staff for approval in 2 weeks. Working with council office for a waiver so we won't have to pay for sidewalk repairs. Metro stops repairs are free &amp; CD14 are helping us with those repairs. Hoping to have approval by the end of the month and doing a press conference with CD14I. This has not been done in the city SPBID is starting. Working on tree issue, identifying where BID can plant new/additional trees. LACC works with the city regarding planting the trees, SPBID can take over watering and maintaining the trees.</p> | <b>No Action Taken</b> |

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|  | <p><b>Amy Schulenberg</b> - BUREAU OF SANITATION, we have 42 wells where potentially trees can be planted. Would like to plant in the fall possibly. The City has a grant to plant new trees and tree wells, with a permit cost are \$288 per well, grant does not cover watering; it is a federal grant from The Bureau of Transportation has to stay within 2 blocks. Process is to take the SPBID map and send out a street tree inspector to see if the wells are usable. They plant 15 gal trees.</p> <p><b>Terry Rubinroit</b> - Do you want SP to have its own identity?</p> <p><b>Jessica Lall</b> – Yes, pines and Ficus trees are not what we are looking for, looking for a low maintenance tree, we can come up with a recommended list to give to developers, looking for trees to identify SP, to have SP stand out.</p> <p><b>Terry Rubinroit</b> – Trees in front of EVO, have too much foliage, they need trimming, took benches from in front of EVO, streets look wider, lack of benches is a plus, differs homeless from sleeping on them.</p> <p><b>Jessica Lall</b> – Developers are required to plant trees, but there are no funds for maintenance. The SPBID is working with public works, mayor, city attorney, to figure out more sustainable requirements.</p> <p><b>Amy Schulenberg</b> – Existing wells turn-around time frame 2-3 months, depends on locations identified, sends out notification letter, (outreach) to business owners where the tree is going to be planted. Also once we open up a new tree well, tree has to be planted. BID to help with outreach. City of LA Sanitation has a goal of 20 a wells a week for new cuts, LACC to help.</p> <p><b>Jessica Lall</b> – Would like to work on existing wells. Cutting new wells would take longer.</p> <p><b>Amy Schulenberg</b> – Funds are first come first</p> |  |
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|  | <p>serve, well cuts are free. Can SPBID water the trees?</p> <p><b>Jessica Lall</b> - How much water is required, and how often?</p> <p><b>Amy Schulenberg</b> – 1 x week when hot, 2 x a month in cold weather, it all depends on the weather.</p> <p><b>Jessica Lall</b> – How do you estimate cost of water per tree?</p> <p><b>Victor Gonzalez</b> – LACC can handle at no additional cost.</p> <p><b>Ghecemy Lopez</b> – In Mexico the most popular tree is elegustrium, very popular in Florida as well and is low maintenance, rarely needs watering.</p> <p><b>Peter Carnevale</b> – Maintenance issues related to trees, canopies of existing trees are very dense, putting a small tree under a big tree wouldn't be wise.</p> <p><b>Amy Schulenberg</b> – The City wouldn't do that, city has to have 30 ft between each tree. Will work on not blocking signage. If someone want to opt out, ideas?</p> <p><b>Jessica Lall</b> – Will be working to see if we can afford tree trimming budget next year.</p> <p><b>Nate Nusbaum</b> - Can you have an administrative grid so in 3 years from now there will be a historical record and to be able to show developers? Can we name trees and collect funds to be able to use that money to maintain trees?</p> <p><b>Jessica Lall</b> – We can't put anyone name on it, city is very has strict guidelines.</p> <p><b>Amy Schulenberg</b> – The City can't take out stumps on empty tree wells.</p> |  |
| <p><b>Streetplus Audit Outcomes:</b><br/><b>New Hires, Training, Accendo/Guard Tour,</b></p> | <p>July 2014 was the 1 year anniversary that we have been working with Streetplus. Jessica introduces new Safety Program Manager Sergio Urena. Guard Tour is to monitor each safety ambassadors</p>  |  |

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| <p><b>Benches</b></p> | <p>interactions, -getting the folks not to sleep on the benches. We have a new turnover in safety ambassadors within the past few weeks.</p> <p><b>Steve Hillard</b> - Last 2 months taken a in-depth look at the safety program. We realized that the program had taken a few steps back so that effort has been taking an in-depth view of each employee and what they're strength and weakness are. Hired 10 new safety ambassadors, last training will be today, Thursday and Friday. Started a new training program to bring all safety ambassadors up to speed in what is expected. Streamlined process added 8 hours a week without changing personnel. 10 people have completed 16 hours of classroom training, 40 hours of field training. Last 4 new safety ambassadors will finish their training this week. Entering effectively entries in Accendo, tour guard, hospitality. Will change schedule on Oct 12<sup>th</sup>. New ambassadors will be paired up with veteran ambassadors. We are now giving out daily/weekly reports, had to clean house and hire efficient ambassadors. Schedule has changed to: <b>Current:</b> Day Shift 8:00am – 4:30pm Evening Shift: 4:00pm – 12:30 am Night Shift: 12:00am – 8:30am <b>New:</b> Day Shift: 6:00am – 2:30pm Evening Shift: 2:00pm – 10:30pm Night Shift: 10:00pm – 6:30am. Changed times to better provide safety services, and have more ambassadors within the new time frames.</p> <p><b>Bob Buente</b> – How are you going to handle staffing?</p> <p><b>Steve Hillard</b> – From 6:00am to 9:00am, we have more safety ambassadors on shift to discourage sleeping on the benches.</p> <p><b>Terri Rubinroit</b> – Do you have stats on crimes, marketing campaign, safety brings people to SP, branding wise SP is the safest district in Downtown LA. That should be known on social media. KIOSK, is small, and when vendors are selling hotdogs, the KIOSK blends in. You can't differentiate the KIOSK from the vendors. EVO is turning into a hotspot every night around 9:30ish.</p> |  |
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|  | <p><b>Steve Hillard</b> – We will have EVO as a hot spot.</p> <p><b>Bob Buente</b> – Please explain Guard Tour</p> <p><b>Steve Hillard</b> – Guard Tour is where a safety ambassador is assigned a designated area (Zones), and they have to go by each button within that zone and Streetplus installed buttons to read with a button reader wand, this in turn automatically updates and logs into Accendo the exact location of the safety ambassador to ensure that we are in fact patrolling the whole district 2 x per shift. We are addressing issues within 24 hours. The reads have increased during the summer time. Each button should be read at least 2 x per shift per officer.</p> <p><b>Sergio Urena:</b> Glad to be here, and looking forward to bringing this program up to an excellent level.</p>   |  |
| <p><b>Homeless in Neighborhood, Panhandlers:</b></p> | <p><b>Jessica Lall</b> - Home for Good has developed a Coordinated Entry System (CES) to work on a plan, Los Angeles was the first to implement, and is a way to have homeless placed into housing. Goal is to not to have them arrested but helped and placed in housing. Working on a plan to get these people help.</p> <p><b>Victor Gonzalez</b> – Social Workers are updating the list, they come out and we put a face to a name, we are taking photos of the people, getting their names and some information. I have approximately 23 people with names and information. Not everyone is approachable but we are working on it.</p> <p><b>Jessica Lall</b> – These are people and we have an obligation to help them, a homeless man died on the street due to heat stroke, took several hours for someone to realize that the man had passed away. We need to help people not push them away. Hollywood BID started this approach even before CES was implemented. Hollywood had 200 people that needed housing, can list at least 30 people that now have jobs, their own apartments and have been back in contact with their families. Want to</p> |  |

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|                           | reintegrate people back into society. COORDINATED ENTRY SYSTEM (CES). This is united way program, 10% of the homeless are using 90% of services. BIDSs and Councilmember Jose Huizar met on homelessness. Want our BID to take a leadership role and do whatever we can and be a problem solver. |  |
| <b>Green Carpet Event</b> | October 15, 2014 at The Briks  |  |
| <b>Annual Meeting</b>     | December 3, 2014; 6:00 p.m at CHMC   |  |
| <b>Next Meeting</b>       | Board Election Meeting: October 16, 2014   |  |

**Adjourned at: 10:19**

**NEXT STEPS:**

- **Staff will:**

**Streetplus Company, LLC  
Audit Results – Update**

**October 1, 2014**

1. **NEW HIRES** – Streetplus has hired ten (10) new employees since August 17, 2014. The table bellows contains the names of the new hires and their date of hire and position.

| Last Name | First Name | Date of Hire       | Position                 |
|-----------|------------|--------------------|--------------------------|
| Kelly     | David      | August 17, 2014    | Team Leader              |
| Thomas    | Saladin    | August 24, 2014    | Ambassador / Team Leader |
| Martinez  | Francis    | August 24, 2014    | Ambassador               |
| Zepeda    | Marco      | August 31, 2014    | Ambassador               |
| Howard    | LaRonda    | September 14, 2014 | Ambassador / Kiosk       |
| McDonald  | Timothy    | September 14, 2014 | Ambassador / Kiosk       |
| Melton    | Jeremiah   | September 28, 2014 | Ambassador               |
| Rojas     | Henry      | September 28, 2014 | Ambassador               |
| Smith     | Chari      | September 28, 2014 | Ambassador               |
| Buckley   | Dennis     | September 28, 2014 | Ambassador (Part-time)   |

**Note 1** – Sergio Urena was hired as the program manager on August 28, 2014

2. **TRAINING** – Streetplus has delivered Pre-Assignment Training (PAT) for all new hires and various refresher training, based on daily audits of Accendo and Guard Tour.

- a. New hires received 16 hours of classroom training and 40 hours of field training.
  - i. Introduction to South Park BID
  - ii. Introduction to Streetplus
  - iii. Human and Public Relations
  - iv. Tourist and Visitor Hospitality
  - v. Customer Service
  - vi. Homeless and Panhandling Awareness and Interaction
  - vii. Report Writing
  - viii. Verbal and Non-Verbal Communication
  - ix. Two-Way Radio Communications and Codes
  - x. Ethics, Deportment and Professional Conduct
  - xi. Terrorism
  - xii. Personal Appearance and Uniform Standards
  - xiii. Dealing with Emotional Behavior
  - xiv. Safe Operation of Equipment
  - xv. Quality of Life and City Ordinances
  
- b. Field Training – each new ambassador received 40 hours of field training, to include the following:
  - i. Patrol Techniques
  - ii. Guard Tour Patrols
  - iii. BID Boundaries and Zones
  - iv. Special Attractions, Businesses and Entertainment
  - v. Bike Operation
  - vi. Segway Operation
  - vii. Welfare Checks
  - viii. Business Checks
  - ix. Accendo
  
- c. Quarterly Refresher Training – this training was delivered on Saturday, September 27, 2014 with safety ambassadors from the Arts District. Each ambassador received four (4) hours of training and topics included the following:
  - i. The Face of Excellent Customer Service
  - ii. Patrol – Methods and Patterns (to include Guard Tour)
  - iii. Bike and Segway – Safe Operations and Checklists
  
3. ACCENDO AND GUARD TOUR – Extensive training was delivered to all ambassadors regarding entries in Accendo. Additionally, all ambassadors received additional training on the proper process related to patrol methods and patterns associated with Guard Tour. The program manager reviews entries made in Accendo and Guard tour daily and details are contained in the Daily Operational Summary Report that is provided to the Executive Director and Office Manager.



4. BENCHES - After receiving several complaints regarding increase in persons laying on benches, Streetplus modified patrol patterns to address this complaint. The Day and Evening Shifts complete a patrol of the entire District at the beginning of the shift, checking on all public benches and sidewalks in the District. This has resulted in a significant decrease in persons laying on the sidewalks and benches and an increase in Welfare Checks.
5. PROPOSED SCHEDULE CHANGE – After a thorough review of activity occurring within the District and looking at the “peak” times for pedestrians, the following schedule will be implemented on Sunday, October 12, 2104.

| SHIFT   | CURRENT             | NEW                 |
|---------|---------------------|---------------------|
| Day     | 8:00 AM to 4:30 PM  | 6:00 AM to 2:30 PM  |
| Evening | 4:00 PM to 12:30 AM | 2:00 PM to 10:30 PM |
| Night   | 12:00 AM to 8:30AM  | 10:00 PM 6:30 AM    |